



Keystone Opportunity Center

Providing Help • Offering Hope

FOR IMMEDIATE RELEASE
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Contact: Jeff Miles
215-723-5430, ext. 121

Souderton, PA - Keystone Opportunity Center, a social service agency which offers help and hope to those struggling with the trauma of poverty by creatively addressing disparities in access to housing, food and education, is pleased to announce the selection of Arlene E. Daily as its next Executive Director.

Daily, a resident of Allentown, will fill the vacancy created by E. Richard Aichele III after his retirement in January. The selection was made after an extensive executive search led by a team that consisted of an employment agency, and members of the staff and Board of Keystone Opportunity Center.

“Arlene was the unanimous choice of the Keystone Opportunity Center Board of Directors,” stated Lucy Sharp, President of the Board. “During our search for a new executive director, it was clear the future of Keystone depends on being able to engage multiple constituencies from our community to maintain our multiple programs. Because of her extensive and varied leadership experience, Arlene is ready to accept this challenge.”

Daily comes to Keystone with decades of experience in the nonprofit world. She has served in leadership positions in nonprofit organizations such as social service agencies, disease fighting charities, arts organizations and community centers in Pennsylvania and New York City. She has worked locally, nationally and internationally, managing Executive Directors in chapter offices across the US, leading advocacy and lobbying efforts at the state and federal levels, building creative community alliances that advanced all involved and shepherding organizations out of debt. Prior to joining Keystone, Daily was the Executive Director of Mayfair, Inc., which had accrued debt for 15 year before her arrival; within 4 years she brought the nonprofit back into the black.

Daily’s spare time is often spent in community-building volunteerism. She helped launch an award-winning annual interfaith day of service, inclusive of people from Christian, Jewish, Muslim, Hindu, Buddhist and other religious traditions. She organized a community health fair that provided hundreds of vulnerable community members free medical screening and health information from scores of agencies. And she organized a social justice sign up event at a Martin Luther King Jr Day interfaith service. She sees her work—both professional and volunteer—as a chance to make the world a better place while creating unity among people by inviting them to work together in that effort.

Passionate about the work of Keystone, Daily is excited about her role in leading the organization. “The work Keystone Opportunity Center does is not just vital to our community--it is groundbreaking,” said Daily.

“There are amazing advancements in battling homelessness which the housing team at Keystone was taking the lead in implementing long before they became the norm in other agencies. The food pantry at Keystone is one of the largest and most respected in Montgomery County, offering both packaged food



104 Main Street • P.O. Box 64183 • Souderton, PA 18964
Phone: 215-723-5430 • Fax: 215-799-0739
www.keystoneopportunity.org



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for emergency needs and choice options which allow people the dignity of choosing their own fresh ingredients. The education department wins awards for the educational outcomes they are able to achieve with their students. And Keystone offers numerous ways for people to learn about and connect to other agencies that can provide vital help," said Daily.

Daily added, "I've had a few days to meet the team and I must say, the people who work here are inspiring. I look forward to joining this effort of stemming the trauma created by poverty, helping people reach self-sufficiency, and building a stronger community."

To interview Daily, or to find out more about Keystone Opportunity Center, please contact Jeff Miles, Director of Development and Communications, at 215-723-5430, ext. 121 or jmiles@keystoneopp.org.

Keystone Opportunity Center, located in Souderton PA and serving Bucks and Montgomery counties, is a nonprofit social service organization helping those dealing with the trauma of poverty. Core Services: Keystone's professional social services staff provides a continuum of support from homelessness prevention to emergency shelter, with a goal of permanent housing to help families achieve stable and safe housing. Keystone's Food Pantry serves over 1,100 community members who are facing food insecurity within the Souderton Area School District. Keystone's Education program offers ESL, GED and Citizenship Classes that help adults achieve the education they need to improve job skills, achieve English proficiency, acquire high school diplomas, pursue higher education, and navigate the process to become a United States Citizen.

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